



RRM DESIGN GROUP

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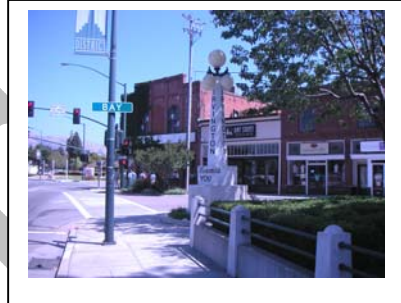
Bay Street Planned District Design Guidelines

March 30, 2004

Objective

These guidelines apply to future development, new building additions and expansion projects, and modifications to historic buildings. The prime objective of the guidelines is to intensify the building presence along the street frontage and create a distinctive and attractive pedestrian experience. For development standards, please refer to the Bay Street Planned District document.

As stated in the Irvington Design Guidelines: Community Image and Identity, the Five Corners serves as the symbolic center for all commercial development in the Irvington District. These guidelines strive to reinforce the historic patterns of those buildings but not to imitate the style. The same objectives, which serve to guide the development of Irvington, apply to Bay Street and include:



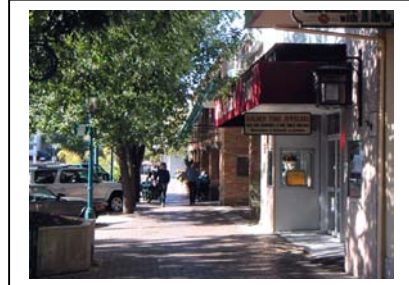
1. Buildings with a distinctive street presence.
2. Buildings that should be constructed of quality design and materials.
3. Incorporate pedestrian-friendly areas in all site plans, such as plazas and walkways, and provide amenities such as plantings, seating, and paving treatments.

I. Building Site Design

This section describes different approaches to site design and respects the existing scale of buildings and lot sizes on Bay Street.



1. Lots smaller than 8,000 sq. ft.: New buildings and remodels of existing buildings should build to the back of sidewalk with the exception of recessed entry courts to businesses.





2. Lots larger than 8,000 sq. ft.: should create building setback areas to add visual interest and to accommodate outdoor seating and planters. If the new use is a restaurant outdoor dining is strongly encouraged as part of the design.



3. Corner buildings should orient an entry court at the street corner at an angle to that corner. Any future corner building on the Monument Shopping Center should orient windows or entries onto a plaza at the corner of Bay Street and Trimboli.

II. Architectural Character

The overall character of new development should compliment the intimate and richly detailed character of the historic buildings of the district. These structures are limited to two to three stories, and there should be an architectural distinction between ground floor retail and second floor office or residential in new buildings. Attention to details makes for a more interesting and attractive pedestrian atmosphere.

1. Building Form & Mass:

- a. The building should be rectilinear in form, engage the street, and provide a different roof form from their neighboring buildings.
- b. The street frontage should have a visual distinction between the ground floor and the second floor (higher percentage of window area on the ground floor). Use roof cornices and overhangs, or decorated parapets.
- c. With a single project that is on an 8,000 sq. ft. lot, the building front should appear to have the historic 50' increment façade pattern by using vertical elements for definition or the use of separate storefront façades or materials.





2. Additions to existing 1950's Houses: There should be a distinction between commercial and residential uses. A new interpretation of the building form is encouraged while maintaining compatibility with the existing structure.



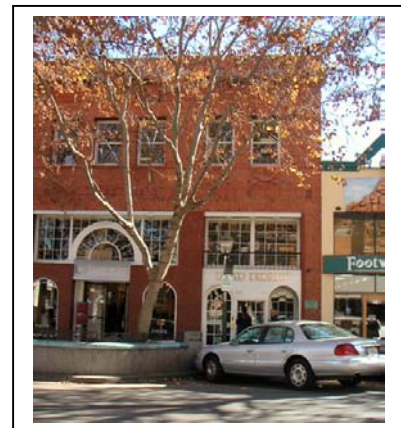
This could include a steeper roof pitch or a flat roof with parapets, framed windows and doors, and enhanced entries that are 50's commercial in character.

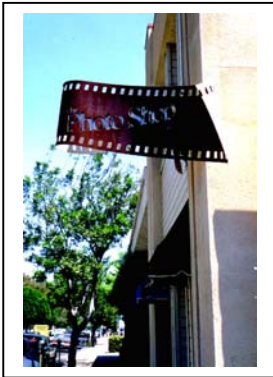
3. Entry Doors, Windows and other openings –
- a. Windows and storefronts should be set into the wall, as opposed to flush with the wall.
 - b. Window frames should have substantial weight. Wooden, or vinyl clad wood frame, or heavy gauge aluminum are encouraged.
 - c. Each building storefront should use distinctly different window arrays and doors.



4. Ground floor elevations should have more attention to details than the upper floors (since they are at pedestrian level) by varying wall treatments, colors, and moldings. Use building articulations such as a base treatment, horizontal break bands, partial columns (e.g. between windows), and sills.

5. Materials and Colors –
- a. Choose materials that are durable, high quality, common in the district (for example, brick, wood lap board and window frames, smooth stucco, and ceramic tiles) and compatible with the materials of adjacent historic buildings. For example, if locating next to an all brick building use brick in a portion of the new façade at the storefront level. An all stucco building is strongly discouraged.





b. Limit colors to two or three, to be used for walls, wall details and contrasting or complimentary window/door frame colors. Pure white walls are prohibited.

6. Building Signs – Should be compatible with the building style (historic or modern) and colors, and be scaled and located for pedestrian orientation, i.e. located near an entry. Do not obscure building details or extend above the roofline.

7. Awnings or Canopies –may be used to add color, shade, form, and as a vehicle for business signage. To keep with the historic pattern, limit the awning to the storefront area of the building façade and use fabric or metal. Do not use vinyl or illuminate awnings from the backside of a translucent material. Awning color should be compatible with the building color scheme.



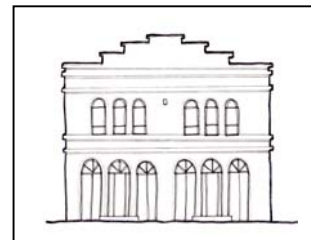
8. Exterior Lighting – Types of lighting may include low intensity decorative coach or wall sconces, directional lights, and recessed lighting. Use down-casting wall wash lighting, not upward casting. Limit lighting to accentuate pedestrian access, entries, window displays, and signs. Avoid creating glare on adjacent properties. The use of flood lighting is prohibited.



9. Maintenance- Buildings and front semi-public plaza maintenance are the responsibility of the owner, and should be kept free of trash and cleaned on a regular basis. Awnings should be kept in good condition and replaced when damaged. Painted surfaces should be kept in good condition. Dilapidated items should be removed and replaced.

III. Historic Preservation

It is the goal of the General Plan to preserve the remaining historic buildings in Irvington. The five corners area is home to a few historic buildings that were once the downtown. The following buildings within the Bay Street corridor are considered Primary Historic Resources:





- W.W. Hirsch Building (Clarks Hall- 1876 & 1930)- 4000 Bay Street
- Peixoto Building (1931) – 4004,08 Bay Street
- Odd Fellows Hall (1890)- 40955 Fremont Blvd.
- Wright home (A.O. Rix House-1854)- 4071 Bay Street
- Griffin House (1893) - 4185 Bay Street

Any development on these sites and any changes to the exterior of these buildings would be subject to Irvington Design Guidelines for Primary Historic Structures, and subject to review by the Historic Architectural Review board.

